

WHAT IS CLAIMED IS:

1        1. A method of generating a frame prototype image showing a picture image  
2        framed within a frame, the method comprising:

3                providing a frame image showing the frame in a perspective view, the frame image  
4        having a picture portion corresponding to the portion of the frame used to view a picture  
5        mounted in the frame; and

6                mapping the picture image to the picture portion of the frame image in order to  
7        generate the frame prototype image.

1        2. The method of claim 1, further comprising identifying a picture portion of the  
2        frame image.

1        3. The method of claim 2, wherein identifying the picture portion of the frame  
2        image includes providing a mat identifying the picture portion of the frame image.

1        4. The method of claim 3, wherein the mat includes a plurality of pixels, each  
2        pixel having a pixel value.

1        5. The method of claim 4, wherein identifying the picture portion of the frame  
2        image includes setting each pixel in the mat that corresponds to the picture portion of the  
3        frame image to a first pixel value.

1        6. The method of claim 2, wherein identifying the picture portion of the frame  
2        image includes identifying the outer perimeter of the picture portion of the frame image.

1        7. The method of claim 1, wherein the picture portion of the frame image has a  
2        quadrilateral shape and the method further includes identifying the picture portion of the  
3        frame image including identifying the four corners of the picture portion.

1        8. The method of claim 1, further comprising displaying the frame prototype  
2        image.

1        9. The method of claim 1, wherein mapping the picture image to the picture  
2        portion of the frame image includes texture mapping the picture image to the picture portion  
3        of the frame image.

1        10. The method of claim 1, wherein the mapping the picture image to the picture  
2        portion of the frame image includes mapping the picture image to the picture portion of the  
3        frame image using the illumination of the picture portion of the frame image.

1 11. The method of claim 1, wherein the frame image is captured using a digital  
2 camera.

1 12. A computer program product tangibly embodied in a computer-readable  
2 medium, for generating a frame prototype image showing a picture image framed within a  
3 frame, comprising instructions operable to cause a computer to:

4 receive the picture image;  
5 store a frame image showing the frame in a perspective view and a mat identifying  
6 the picture portion of the frame image; and  
7 map the picture image to the picture portion of the frame image in order to generate  
8 the frame prototype image.

1 13. The computer program product of claim 12 further comprising instructions  
2 operable to cause the computer to generate the map.

1 14. The computer program product of claim 13 further comprising instructions  
2 operable to cause the computer to generate the map by identifying the picture portion of the  
3 frame image.

1 15. The computer program product of claim 12 further comprising instructions  
2 operable to cause the computer to identify the picture portion of the frame image by  
3 identifying the outer perimeter of the picture portion of the frame image.

1 16. A system for generating a frame prototype image showing a picture image  
2 framed within a frame, the system comprising:

3 a client computer in communication with a computer network;  
4 a server, in communication with a computer network, having server software  
5 embodied in a computer-readable medium, the server software comprising instructions  
6 operable to cause the server to:

7 receive the picture image from the client computer;  
8 store a frame image showing the frame in a perspective view and a mat  
9 identifying the picture portion of the frame image; and  
10 map the picture image to the picture portion of the frame image in order to  
11 generate the frame prototype image;

12 wherein the client computer includes client software embodied in a computer-  
13 readable medium, the client software comprising instructions operable to cause the client  
14 computer to upload the picture image to the server.

1 17. A method of generating a visual representation of an image based product, the  
2 method comprising:

3 providing an image to be included in the image based product;  
4 providing a perspective image showing the image based product in a perspective  
5 view, the perspective image having a picture portion corresponding to the portion of the  
6 image based product used to view a picture mounted on the image based product; and  
7 mapping the image to the picture portion of the perspective image in order to generate  
8 the perspective prototype image

1 18. The method of claim 17 wherein the image based product is a framed picture.

0 1 19. The method of claim 17 wherein the image based product is a  
0 2 photocard.

0 1 20. The method of claim 17 wherein the image based product is a photo  
0 2 greeting card.

0 1 21. The method of claim 20 wherein the method includes displaying the  
0 2 perspective image in an environment that provides a context for viewing the image based  
0 3 product.